

CERTIFICATE OF MAILING (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage to first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date: July 2002

Laura J. Kelly
Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 09/928,024	FILING DATE 10 AUGUST 2001	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T741-10
TITLE TARGETING ADS TO SUBSCRIBERS BASED ON PRIVACY-PROTECTED SUBSCRIBER PROFILES			ART UNIT 2151 EXAMINER UNKNOWN

Assistant Commissioner for Patents
Washington, D.C. 20231

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INFORMATION DISCLOSURE STATEMENT

GROUP 3600

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
 - ☐ Certification is made below, or
 - ☐ The check, or authorization to charge deposit account, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
 - ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

REMARKS:

SEE PETITION TO MAKE SPECIAL (attached)

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

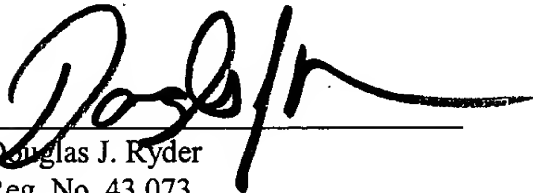
CERTIFICATION

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,



Douglas J. Ryder
Reg. No. 43,073

Date: 7/3/02

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848 62045
sheet 1 of 1

Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T741-10	SERIAL NO. 09/928,024
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>		APPLICANT ELDERING ET AL.	
		FILING DATE 10 AUG 2001	GROUP 2151

U.S. PATENT DOCUMENTS													
EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5	5	1	5	2	7	0	05/96	Weinblatt	364	405	
	AB	5	9	4	8	0	6	1	09/99	Merriman et al.	709	219	
	AC	5	9	7	4	3	9	6	10/99	Andersen et al.	705	10	
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FOREIGN PATENT DOCUMENTS																
		DOCUMENT NUMBER							DATE	COUNTRY			CLASS	SUBCLASS	TRANSLATION	

OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>												

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.